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BRAC UNIVERSITY

Internship Report On “Recruitment and Selection Process” Of Amari Dhaka

Submitted To:

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LETTER OF TRANSMITTAL

Mohammad Ariful Ghani

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Subject: Submission of Internship Report

Dear Sir,

With all due respect I would like to state that I have completed my internship at **Amari Dhaka Hotel** and here is the internship report on “**Recruitment and Selection Process**” of the organization to fulfill my prerequisite for completion of the course on internship.

This internship opportunity at **Amari Dhaka Hotel** has exposed me to the hospitality sector of our system and has helped me learn and gather vast knowledge about how the service industry operates.

In this report I have described the General Recruitment and Selection process that are carried out by **Amari Dhaka Hotel**. I would be very grateful if there any suggestions or recommendations that will help me further improve this report.

Thank you for your kind and helpful cooperation in directing me as to how to prepare this report.

Yours Sincerely,

Sara Hossain (11204092)

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

First of all, I thank Almighty ALLAH for granting me an internship opportunity at a reputed organization and giving me enough patience and will to work and learn from there.

This internship opportunity has been one of the most educative and constructive programs in my undergraduate curriculum and I am very much pleased to have been supervised by such brilliant individuals.

I would like to thank and express my appreciation towards **Mohammad Ariful Ghani**, Lecturer, BRAC Business School, BRAC University, for helping me throughout these three months of my internship. All the instructions and guidelines presented to me have helped me more than enough to complete this report.

I would like to express my deepest gratitude to the Manager of Human Resource and Learning & Development Mrs. Swad Rashid Chowdhury, who allowed me to carry out internship program in her renowned department and I also like to thank, Ms. Jerin Tasnim our Assistant Manager, HR of our hotel. Again want to thanks other concern in Amari Dhaka Hotel for their sincere help and guidance in carrying out necessary works to write this report.

Lastly, I would like to thank all the other personnel, both at BRAC University and Amari Dhaka, for their kind and patient assistance provided to me. It would have been really difficult for me to prepare this report without their cooperation.

EXECUTIVE SUMMERY

Amari Dhaka Hotel – is the gateway to Bangladesh vibrant capital. Conveniently located in Dhaka's new business district is in Gulshan-2, the ideal choice whether on business or travelling for leisure. Stylish and spacious yet incredibly cozy, our 134 guest rooms and suites feature free Wi-Fi, 40 inch LED TVs, rain showers, work desks, individual climate control and stunning lake views. The perfect venue for meetings in Dhaka which offer four separate function spaces ranging from The Eden - Grand Ballroom for cocktail dinners of up to 350 people to the more intimate Karishma, all fully equipped with modern audio-visual technology. A dedicated team is also on hand to help the guest with planning needs. Share exciting experiences at Amari Dhaka hotel, whether it's sampling simple yet delicious cuisine at Amaya, winding down to fun and easy treatments at Breeze Spa or lazing around by the pool, our hotel is just right for spending time with family, friends or colleagues when guests are on the road.

A hotel industry generally runs basing on the smooth functioning of Human Resource which on the other hand is connected with the proper functioning of some departments. One is effective communication with employees and with other departments of the hotel. In consideration of the above, we found that HR preserves all kinds of information as well as regulates all kinds of performance of the hotel as well as their employees. The department also involved with the recruitment and selection process, training and development, compensation management, health and safety surveys etc.

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Chapter 1

The Organization

1.1 INTRODUCTION

Amari Dhaka is a brand from ONYX Hospitality Group. Amari Dhaka is the most luxurious 5-star hotel in Bangladesh. It is situated in the diplomatic and commercial area of the city which is 20 minutes away from the airport. The hotel itself is sixteen storied high. It has 134 rooms. Our hotel offering an outdoor swimming pool and a fitness center. Each modern air-conditioned room here will provide you with a flat-screen satellite TV, seating area and a mini-bar. Featuring a shower, private bathroom also comes with a hairdryer and free toiletries. At Amari Dhaka guest will find a 24-hour front desk and a bar. Guests can pamper themselves at the massage parlor. Other facilities offered at the property include luggage storage. Customers or guests of Amari get the International service quality on call by maintaining Asian culture. The Amari culture is built around four key pillars aimed to provide guests with culturally enriching and memorable experiences: Connected to Asian culture, International standards, Straight from the heart and Embracing and sharing experiences. Amari brand is revitalized across Thailand. Amari Corporate Head Office is located in Thailand and it has total of 15 branches across the world in which 12 hotels are in Thailand, 1 in Doha, Qatar, 1 in Dhaka, Bangladesh and 1 in Maldives. ONYX offers four brands: the luxury **Saffron** offering, the established **Amari** group of upscale properties, **Shama** a leading boutique serviced apartment provider, and the all-new select service **OZO** and among them Amari is ONYX's oldest and most established chain of hotels. (Amari, 2014,P-1)

1.2 Overview of the Organization

ONYX Hotel and Resorts:

ONYX Hospitality Group is a leading Asian hotel management company combining the expertise of a truly international executive team with the industry excellence for which Asia is renowned. We pride ourselves on an open, approachable leadership style and recognize that property partners are the fundamental basis for any management company's success. Their needs and concerns are our driving force. ONYX offers four brands: the luxury Saffron offering, the established Amari group of upscale properties, Shama, a leading boutique serviced apartment provider, and the all-new select service OZO. We have also been entrusted with operating many properties for owners who wish to retain their own flag. With offices in Bangkok, Hong Kong, Singapore, Dubai, Gurgaon and Shanghai, today we extend our roots beyond Southeast Asia to offer innovative management solutions across the Indian Ocean, Arabian Gulf and Asia-Pacific regions. ONYX is a Thai based International Hotel chain named ONYX Hotel and Resorts Originally founded by parent company Italthai in Thailand in 1965 under Siam Lodge Hotel Group, it later became Amari Hotels and Resorts Company Limited in 1992. In March 2010, Amari Hotels and Resorts was re launched as ONYX Hospitality Group. This change came shortly after the company announced the launch of a new identity for the Amari brand, which included a new logo and the tagline "Colors & Rhythms". ONYX Hospitality Group is owned by Itallthai Group. (ONYX, 2016, P-2)

The ONYX Proposition:

At ONYX, we pride ourselves on our owner-aligned fee structures, simple and clear contracts, and cost-effective business practices:

Performance

With the right products and locations, ONYX can match anyone in bottom-line generation and payback on investment; in good times and bad. Strong marketing and sales networks: multiple demand drivers help to ensure high occupancy. Tour operators, corporate and Government networks are complemented by an award winning e-commerce strategy.

Partnership

Owner mindset: We understand the needs of hotel investors because ONYX and its shareholders remain the largest single owners of hotels we manage.

Passion

Among the many brands and markets we cover, we retain a passion for making every owner's property a success, through reputation, profit and value. (Amari, 2014,P-1)

1.3 CORPORATE SOCIAL RESPONSIBILITY:

Recognizing the importance of being a good corporate citizen, Amari Dhaka has an agreement with **SPP** (ShishuPolli Plus) and **Baht** for better life that we will be serving their needs. We have aligned our values and practices with a sense of connection to the environment, and by giving back to the communities in which we live and work. Each ONYX brand has its own particular area of focus, e.g. Biodiversity for Saffron, Education for Amari, Environment for OZO, and Poverty Alleviation and Entrepreneurship for Shama. ONYX Hospitality Group has introduced 20/20 Green Vision. We continually strive to broaden the scope of green practices undertaken by our hotels and resorts. The 20/20 Green Vision symbolizes ONYX's clear focus and genuine commitment towards protecting, preserving and improving the environment we operate in. (ONYX_Hospitality, 2014,P-1)

1.4 A successful history of Amari:

1989: Boulevard Hotel Bangkok opens in August with 123 rooms, marking our first 3rd party within the Amari brand.

1992: Amari Hotels and Resorts is formed, solidifying our presence and as a name in hospitality in Thailand.

2002: The first guest credit card is issued by Amari hotel.

2008: Mr. Peter Henley appointed as President and CEO to lead the next evolution of our company.

2009: The Amari brand is revitalized across Thailand; our properties embrace the fresh new identity.

2010: In order to respond to market demands and ensure growth and competitiveness, two brands are introduced next to Amari: Saffron and OZO. The Management Company changed its name to ONYX Hospitality Group in order to distinguish between the Amari properties and the management company. ONYX was formed in the ITB in March 2010, one of the world's leading travel trade show in Berlin.

2010: Our corporate Office for ONYX Hospitality Group is located in Bangkok, Thailand and is situated within the Amari Watergate Bangkok hotel.

2010: ONYX Hospitality Group announced the acquisition of Shama in October, one of Asia's leading luxury, boutique serviced apartment providers. .

2010: Since the acquisition of Shama in late 2010 our ONYX North Asia office was formed to look after our properties in the region as well as manage and operate new opening in a key strategic area.

2011: The Sivara Spa brand has been renamed as Breeze during the July of 2011. Breeze signatures to uplift the mood of guest on every step on their journey.

2012: We will open our first Amari property in Middle East at the end of 2012 and it will be located in Doha, Qatar. The property name is Amari Doha Qatar.

2013: In 2014, ONYX will open its first Amari property in South Asia that is "Amari Dhaka".

2014: ONYX will open first OZO property in Thailand in 2014. Then OZO 2nd June open in Qatar and finally the first property in Sri Lanka at Colombo.

1.5 ONYX Brands



Exhibit 1.1: ONYX Brands

SAFFRON:

Led by rarified sophistication and unique encounters, Saffron understands the unspoken treasures in life and creates the luxury of time, space and beauty for guests to savor and indulge. An international, five-star offering, Saffron will selectively acquire and develop premium properties in urban and resort destinations across the Asia-Pacific, Arabian Gulf and Indian Ocean regions. The Saffron experience is built around four key pillars aimed to provide guests with full control of the most rarefied and experiences. (onyx- hospitality.com/development/our-brands, 2011, P-1)

AMARI:

Amari is ONYX's most established chain of hotels. Proud of its Asian roots, Amari creates memorable experiences that embody the spirit of local culture as well as enhancing the renowned traditions of Asian hospitality. With a network of properties spanning Thailand to the Middle East, Amari offers a vision of contemporary Asia. Every Amari property shares the flavors and texture of its setting. So whether travelling for business or pleasure, guests will discover contemporary spaces alive with energy and zesty menus designed to share with family and friends. The Amari culture is built around four key pillars aimed to provide guests with culturally enriching and memorable experiences:

- Connected to Asian culture – guests are provided with a revitalized view of contemporary Asia
- International standards – reliable quality and service that can be trusted
- Straight from the heart – informed and down-to-earth service from genuine and caring team members
- Embracing and sharing experiences – specially designed spaces, activities and menus so guests can come together Amari is expanding across the region with launches planned in the coming years in India and Indonesia. (onyx- hospitality.com/development/our-brands, 2011, P-2)

SHAMA:

Shama is ONYX's luxury boutique serviced apartment provider epitomizing comfort, style and luxury. Shama appeals to discerning executives and families wanting more than just a stylish place to stay but an aspirational lifestyle. Thoughtful service is at the heart of the Shama experience, ensuring guests always feel at home.(onyx- hospitality.com/development/our-brands, 2011, P-1)

OZO:

The OZO philosophy is all about delivering restful nights, energizing mornings, and the tools to offer on-the-go guests a quality experience without all the fuss. Practical yet stylish accommodation will exceed mid-market expectations, while the central, modern lobby area is the place where multi-tasked staff will deliver great service in an efficient way.(onyx- hospitality.com/development/our-brands, 2011, P-3)

1.6 Product and Service Offerings [Amari Dhaka]

Offering: Business Hotel.

Number of rooms: 134

Room Types Overview

Room Class	Room Type	Room Description	Bed Type	Sq.	Room
SP	SUAQ	Superior Queen	Queen	29 – 33	30
DX	DXAK	Deluxe King	King	37.7	28
DX	DXAT	Deluxe Twin	Twin	37.4	12
DX	DXLK	Deluxe King Lake View	King	37.7	32
DX	DXLT	Deluxe Twin Lake View	Twin	37.4	8
SU	JSAK	Junior Suite King	King	53.25	2
SU	JSAQ	Junior Suite Queen	Queen	47.7	10
SU	JSLQ	Junior Suite Lake View	Queen	47.7	8
SU	S1AK	One Bedroom Suite	King	75.6	2
SU	S1GK	One Bedroom Terrace Suite	Queen	75	2
Total Rooms 134					
Market segment: Mid to upscale					

Exhibit 1.2: Types of Room

F&B: (Food & Beverage)

- Cascade Coffee Lounge (24 hours)
- Amaya (Main Dining) the biggest Buffet Restaurant around the city where guest can enjoy Asian cuisine.

Cuisine:

- IRD (In Room Dining) 24 Hours
- Dec 41 (Main Bar of the hotel)
- The Den (Private Bar for the guest)

Meeting Facilities:

- Ballroom: Eden: 317 sq., round table.
- Ankita: 80sq.
- Karishma: 13.5 sq.

Health Club facilities: Fitness Centre

- Swimming pool
- Breeze Spa
- Jacuzzi
- Personal training

Laundry Services:

Working hours: 08:00 - 20:00, 7 days a week

(onyx- hospitality.com/development/our-brands, 2011)

1.7 Core Values of ONYX:



Our Core Values represent our identity in the way we think, the way we do things, the way we treat our customers and the way we treat our colleagues. Our values are the foundation of who we are - the guiding principles of ONYX are described below:



Exhibit 1.3: Core Values

Responsible:

- Having the job or duty of dealing with or taking care of something or someone
- Able to be trusted to do what is right or to do the things that are expected or required

Involving important duties, decisions, etc., that you are trusted to do. (ONYX_Hospitality, 2013, Page-5)

Inspiring:

- To fill or affect with a specified feeling, thought etc.
- To guide or control by divine influence

Compassionate:

To be attentive and always be ready to help guests for ex- by sharing personal knowledge and experience

Enthusiastic:

It is a feeling of energetic interest in a particular subject or activity and an eagerness to be involved in it, for ex- Dealing with children, treat children with as much politeness as adults, but a little less formal
Handling complaints: Listen and empathise, fix the problem etc.

1.8 Mission, Vision and Objective:

Mission:

Enriching the experience of our guests, team members and business partners through the right brands, network, standards, support and culture. (ONYX_Hospitality, 2013, Page-5)

Vision:

To be a leading Asian hospitality provider by 2018 (ONYX_Hospitality, 2013, Page-5)

Objectives:

The objectives of Amari Dhaka for the first three years of operation include:

- Exceeding customer's expectations for luxury accommodation.
- Maintaining 90% occupancy rate during the peak periods.
- Assembling an experienced and effective staff

(ONYX_Hospitality, 2013, Page-5)

1.9 Company Organogram:

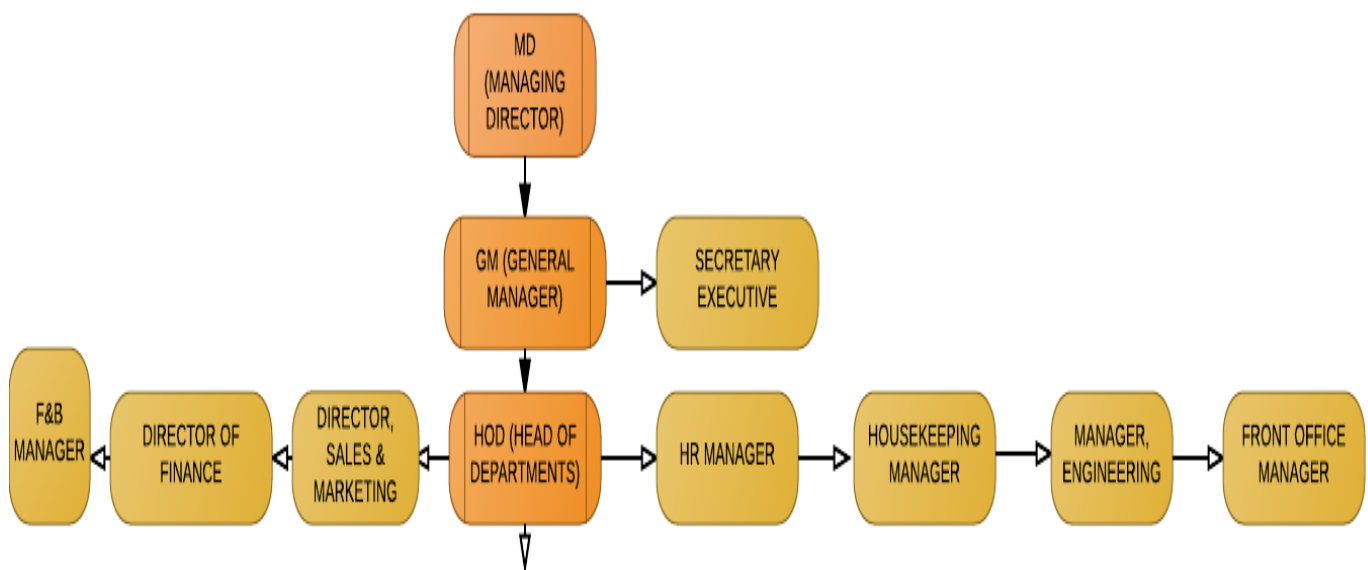


Exhibit 1.4: Company Organogram

At the top Amari have their MD and GM at level 6. Then they have different departments, above exhibit there is also given the position of HOD's i.e. Head of Departments. Under each department there are several designation according to level wise.

Chapter 2

Job Description

2.1 Description of the job:

Internship program is a part of my academic studies which I pursued for 3 months in the market leading hospitality industry hotel “Amari Dhaka”. As a HR major student I got the opportunity to work in the HR department under the supervision of Manager Ms. Swad Rashid Chowdhury and my academic supervisor Md. Ariful Ghani, Lecturer, BRAC Business School. As an Intern my job was to coordinate with all the internal employees of the hotel. She had given me many opportunities to learn about the recruitment and selection process by providing me with many briefing and assigning me into different tasks. I had to be present at office just like other employees in the department. The company provided me an Internship policy which I had to sign during my joining. I had my own desk to work. A brief orientation was provided initially and after that I started working for my supervisor. Though I was working under the supervision of Ms. Swad Rashid Chowdhury, She encouraged me to work with her colleagues as well to broaden my knowledge about the HR practices in “**Amari Dhaka**”

2.2 Specific Responsibilities of the Job:

There were some specific responsibilities that I had during my Internship. Those are:

- Assisting my Internship supervisor during her task and doing the task that I was assigned to do.
- Being present in the office in the right time and reporting to my supervisor.
- Arranges interviews by coordinating schedules; calling applicants for interview and escorting them to interview.
- Maintain updated recruitment status and generate report time to time.
- Conduct reference check and prepare job offers and approval.
- Preparing offer letters, confirmation letters and release letters.
- Updating employee’s information in HRIS
- Prepare police verification letter, medical letter etc.
- Preparing attendance sheets of trainees.
- Giving entries of training records
- Coordinate e-mails
- Prepare job requisition
- Input of data and sorting the selected candidates for the position and communicating with them for the next step which was viva.

2.3 Different Aspects of Job Performance:

There were different aspects of Job performance where I found Amari Dhaka different from other companies:

- Positions evaluate presentation during the final viva for recruiting HR Executives.
- Assessment center approach for promotion and different ways of assessment.
- Strongly involved with CSR activities.
- Focus on women empowerment.
- In case of performance appraisal bonus and increment has been given in every year based on the percentage of revenue.
- Celebrates employee's birthdays at the end of the month by providing refreshments and birthday cakes which designated as Town Hall Meeting.

2.4 Critical Observations:

Amari has an excellent working environment where each employee is always beside each other during work. There is always something new to learn from each other in this department and no one hesitates to share what they are best at to teach and help their co-worker. I feel fortunate to be part of the HR family. Given below are some of the positive HR practices of the Human Resource department which I found to be completely new and encouraging to learn:

Ability and Creativeness: Employees of “Amari” HR along with other departments get enough opportunity to show their ability and creativeness. Employees are encouraged to share their creativity during their work. They get appreciated of doing something new which is a great motivation for them. During my Internship I was able to show my ability and creativeness which motivated me to give the best effort to my work.

Assessment Center Approach: This approach is one of the tools to measure performance of the employees which was a long term performance process that helps to measure the performance of employees step by step and accurately understand their skills and abilities in their working environment. Approaches are like- confirmation forms, evaluation forms etc.

Motivational Tools: Motivation in work environment leads to better performance for employees. The department organize town hall meeting for employee recognition. They organized special program for women for celebrating International Women's Day, The employees celebrate their birthdays with each other to create joy which keeps them motivated in their same routine work life.

Fresh Graduates are Encouraged: Fresh graduates are encouraged to apply for any vacant post in the organization. The HR recruitment and selection process department selects the best candidates for the company where they prefer fresh graduates with fresh talent and ideas for the company.

Communication System: Communication is one of the most important factors for any HR of an organization. During my internship I have found out that employees are very efficient in communication. They try best to reach candidates if the candidate is unavailable.

Bangladesh Labor Code 2006: Amari follow the Bangladesh Labor code very strictly.

Chapter 3

Company Overview

3.1 Summary:

Today the Hotel has established itself as one of the leading hotels in terms of revenue, service and quality. In the field of the hospitality industry of Bangladesh Amari Dhaka is a world class property which offers international standard service to all its guests and customers. It also plays a vital role in developing the socio-economic condition of our country by paying a large amount of tax and taking participation in social activities. The company follows a systemic way to take a particular decision. Plans have different alternatives in order to improve future performance. The respective managers of different departments/ divisions scrutinize those plans and best of them are placed to the Management for approval through merits and demerits of particular proposals/ plans are observed by the management of “Amari Dhaka” to reach to a single decision. The management also takes help from the corporate office which is situated in Thailand. The day to day planning and decision making is mainly directed by the head of each department. Nowadays Amari acquired a desirable and a leading position in development of training program among the other chains of Amari hotels. Improving productivity management followed:

- Plan for the long-term future vision
- Find out whether problems are confined to particular parts of the production process from the overall process itself.
- Train workers for the job that are asking them to perform.
- Drive out fear.
- Encourage departments to work closely together as a team.
- Maintains our cores values i.e. by being Responsible, Inspiring, Compassionate and Enthusiastic.
- Improving capabilities of employees by giving them cross training if anyone seeks for.

3.2 Description of the Project:

Objective of the report:

The report of mine is prepared considering two objectives which are primary objective and secondary objective.

Primary Objective:

The primary objective of this report is to provide adequate and necessary information on the measures and procedures of Recruitment and Selection process followed by hotel Amari Dhaka through HR department. It is an important event for any organization to undertake the whole proceedings of the Recruitment and Selection process for the betterment of the organization. Having a glance on overall of

the company of Amari Dhaka and also know each and every parts of the Human Resource department of that company.

Secondary Objective:

- i. To have a reasonable and rational outlook about what is going on the area of HRM of the selected business organization.
- ii. To assemble information and gain insight about the Recruitment and Selection process function of the organization.
- iii. To experience different Recruitment and Selection process those are being followed by Amari Dhaka
- iv. To relate the theoretical knowledge and learning with the real life experience of the Recruitment and Selection process of Amari Dhaka.
- v. To focus on major elements of HR Department.
- vi. To focus on the working process of Human Resource department.
- vii. To focus on the basic information of the organization.
- viii. Studying the general HR policies and their link with the practice.
- ix. Studying each and every level of recruitment and selection.
- x. To know their importance of the Training Need Assessment (TNA).

3.3 Methodology

Right from the selection of the topic to the final preparation there is a systematic and organized procedure conducted due to the proper completion of this report. The indispensable portion of the report was to identify and assemble data; the classification of those data, analyzing those data and interpret and present those data in an organized way so that the vital points can be recognized.

Sources of Data:

Data are collected from both primary and secondary sources.

Primary Sources

- Observation of the organization practically: As I worked in HR Department so in that case the observation of mine is very clear regarding the topic i.e. Recruitment and Selection Process.
- Communication with the organizational supervisor: By communicating with my supervisor I gathered all the primary sources.
- Through face to face interview who were involved in such activities, observation and by participation in the employer branding activities and process.

Secondary Sources

- Annual report
- Internet
- The secondary information collected from website, and some other relevant sources.

3.4 Objective of the Report

Broad Objective:

The general objective of preparing this report is to fulfill the requirement of practicum work as well as completion the internship program through gaining the experience and view the application of theoretical and as well as practical knowledge in the real life.

More specifically, this study entails the following aspects

- To give an overview of Amari Dhaka.
- To focus on the products, services, work environment and facilities provided to Associates of Amari Dhaka.
- To provide the information of Recruitment and Selection process of Amari Dhaka under HR Department.

3.5 Scope of the Study:

The main intention of the study is to focus on the Recruitment and Selection process of The 'Amari Dhaka' to find understand and document the processes and activities carried by The Amari and correlate them to get a clear picture of the level of the overall associate satisfaction.

3.6 Limitations of the Study:

The project is full of information but it has some limitations too, as it may slightly different from the actual scenario, they are discussed below:

- For confidential reason or secrecy of management of Amari it had not been possible for me to collect all the necessary data for this project.
- Lack of time availability of the supervisor was another limitation for preparing this report.
- A large quantity of time was required to manage and sort the huge chunk of data in proper manner.
- The officers were extremely co-operative but amidst their laborious tasks they found it difficult to give me time and provide knowledge on practical activities. Moreover they had to work in a very tight schedule.

- Lack of sufficient information on HR Department organization website.
- Some useful information cannot be expressed in this report for the reason of Confidentiality.
- Though we have prepared many reports before, we had no experience of internship. So inexperience is one of the main constraints of the study.
- Hotel policy of not disclosing some sensitive data and information for obvious reason posed an obstacle to the practical orientation that could be very much useful.

3.7 Limitations of the Report:

Finally I want to talk about my limitations that I had to face during the completion of the report. On the way of preparing of this report, we have faced following problems that may be termed as the limitation of the study:

- Only three Months are not enough to understand the overall marketing operations of the hotel.
- Another problem was time constraint. In case of research the sample size was quite small as it was not possible to analyze large sample due to time constraint.
- Hotel policy of not disclosing some sensitive data and information for obvious reason posed an obstacle to the practical orientation that could be very much useful.
- Though we have prepared many reports before, we had no experience of internship. So inexperience is one of the main constraints of the study.

3.8 Human Resource Management

Overall HR Diagram linked to Value Creation:

An overall diagram reflects the total employee of the organization those are working in the different segment of the organization. It also reflects the value and chain of command of the employees, different division of the organization and reporting systems among the employees of different level.

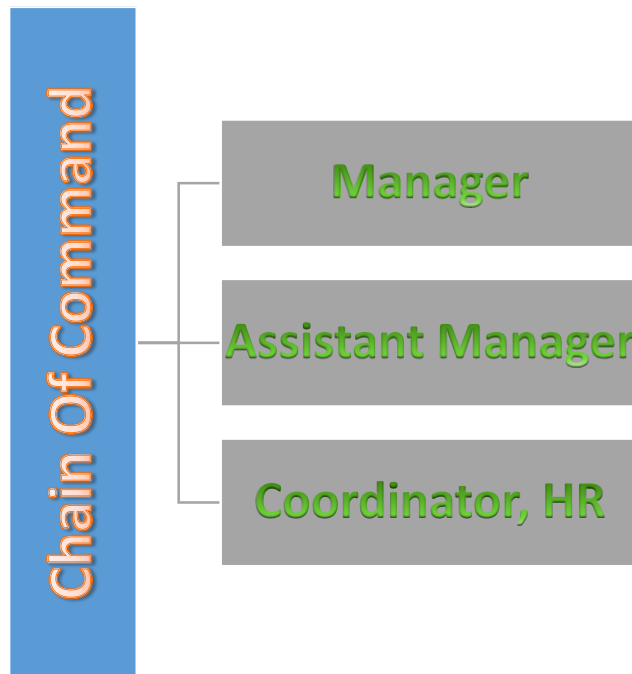


Exhibit 1.5: Chain of Command

Manager:

Not only HR but all other departments have main the chain of command i.e. it may be any issues, objection, permission etc. every employees has to come to HR manager first then to the Director of Finance the finally to the GM.

Assistant Manager:

The work our assistant manager is to do all the payroll and maintaining the training records and also assisting the coordinator

Coordinator:

The task of coordinator is to coordinate will the internal employees, scheduling interviews, updating information's of employees, coordinate mails etc.

Different Departments:

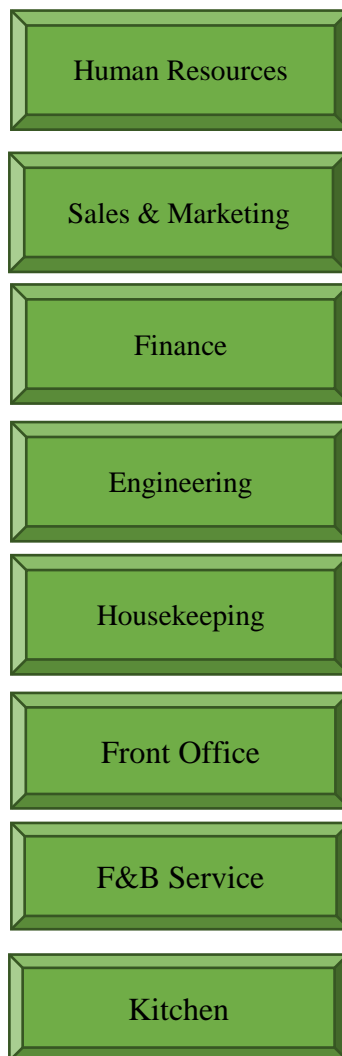


Exhibit 1.6: Different Departments

Details of Ex1.6:

Sl No.	Departments	Duties
1	Human Resource	Managing and utilizing human resource of the organization Efficiently and under HR Departments there is a security team.
2	Sales and Marketing	Do marketing of different products, banquets, restaurants, events etc. Under this department there is also a Revenue Management department included which does the work of reservation.
3	Finance	Ensures proper utilization of Money
4	Engineering	Maintains all the electronic problems and safety
5	Housekeeping	It includes all cleaning, laundry, room service, uniforms etc.
6	Front Office	Deals with the guests i.e. their check in and check out
7	F&B Service	This department deals with all the events i.e. in restaurants, banquets, meetings, parties etc.
8	Kitchen	There are different sectors in kitchen i.e. hot kitchen, cold kitchen, pastry, different cuisine etc.

Responsibility of HR Management:

All above departments will be responsible for management of Human Resources of the hotel. Human Resource Management comprises the following 4 (four) basic functions:

- Staffing
- Maintenance
- Training and Development
- Motivation

The following organogram shows the place of Human Resources Division and its basic functions under Head Office organogram:

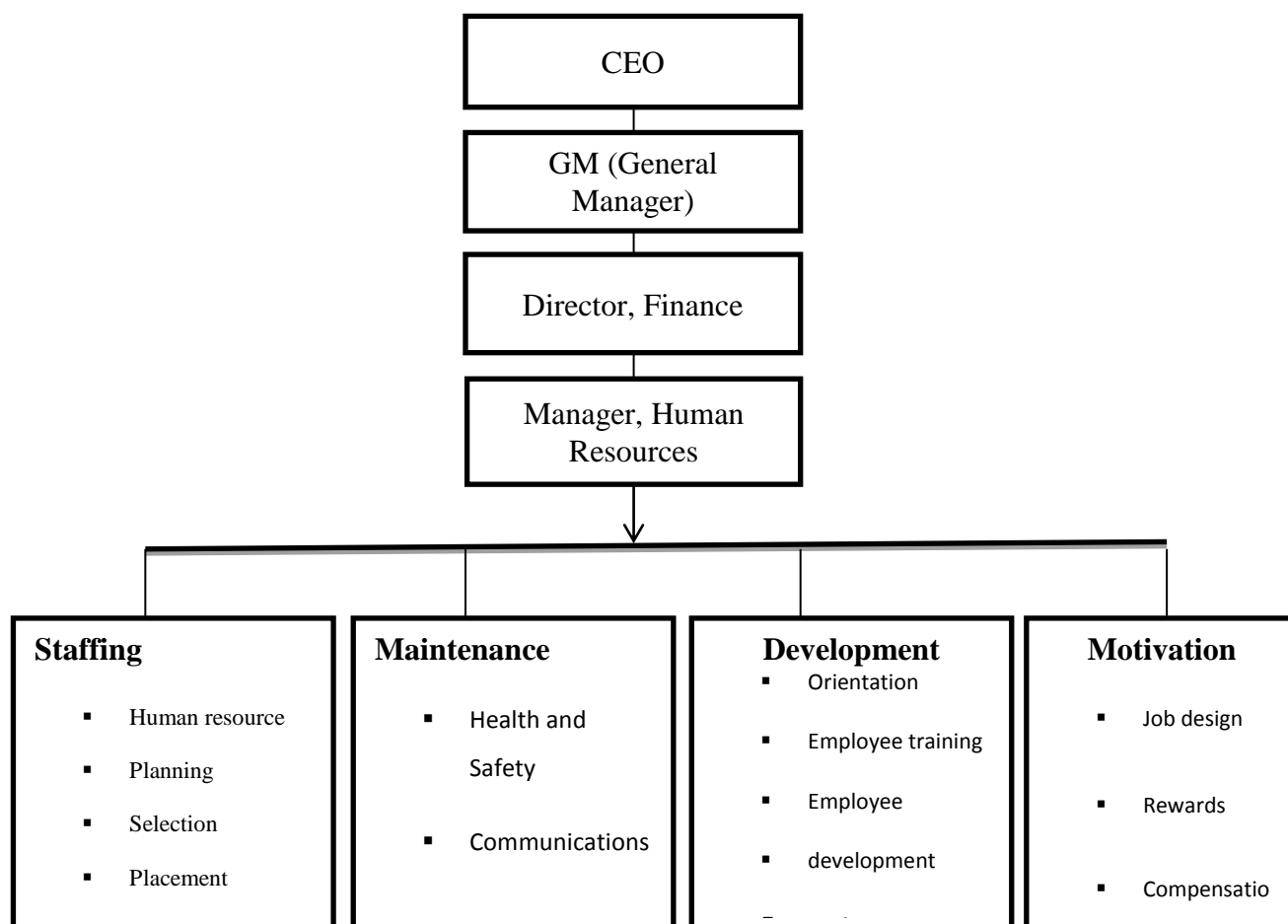


Exhibit 1.7: Basic Functions of HR

Staffing:

The HRP (Human Resource Planning) in this hotel is done to check the standing of the current human resource. This Manpower planning is done to see whether the organization has the right kind of people in the right number according to budget. It first formulates prepares a budget to accommodate the change in human resource composition and hires accordingly.

Maintenance of Human:

Resource Information System (HRIS) to keep up with the human resource planning requirements, Amari maintains HRIS (Human Resource formations system), which is maintained in-house. The HRIS keeps all the information about all the employees currently working and it also stores basic information about all of its employees. The information include each employee's recruitment date, personal information, academic and employment record, training undertaken, performance appraisal, career track record etc.

Employee Training and Development:

As a brief review of terms, training involves an expert works with learners to transfer them certain areas of knowledge or skills to improve in their current jobs. Development is a broad, ongoing multi-faceted set of activities (training activities among them) to bring someone or an organization up to another threshold of performance, often to perform some job or new role in the future. This development often includes a wide variety of methods, e.g. orienting about a role, training in a wide variety of areas, ongoing training on the job, our core modules and forms of self-development. There are fixed frequencies of training program of Amari Dhaka. On-the-job training is continuously practiced.

Compensation and Benefits:

The compensation of Amari Dhaka Hotel is just like any other organizations, the basic salary given. The salary of employees varies with the performance; employees levels of the organization. Other facilities are included like medical allowances, late night transportation facilities etc. But all this varies with the level of management the person is in. Some other benefits are given by Amari includes sick leave, casual leave, compensation leave, annual leave etc. Sick leave allows the employees to take leave when they are sick for the required period. Yearly 14 days of sick leave and 10 casual leave is credited to an employee's account; however, the employee has to submit necessary documents proving his illness. All the full time employees of Amari Dhaka are entitled 20 days of annual leave. Employees can also enjoy yearly bonus and increment once in a year according to PMS (Performance Management System).

Objectives of Human Resource Management:

It is simply stated that the department exists to serve the rest of the organization and Human Resource Management exists to contribute to organizational effectiveness. Personal objective is to assist employees in achieving their personal goals, which enhance the individual's contribution to the organization. In order to maintained, retained and motivated workers, personal objectives of employees must be met. Otherwise, employees may get demotivated and their performance and satisfaction level may decline, and employees may leave the organization.

Chapter 4

Recruitment and Selection Process

4. Recruitment and Selection Process of Amari Dhaka:

Recruitment: Recruitment refers to process of discovering right people for the right job as well as function, usually carry out by Human Resource Departments. There are three categories for recruiting anyone i.e. Contractual, Permanent and Internship program, the terms and policies varies according to categories:

Contractual: For contractual employees the employment period is for 1 year and depending on the performance the employee might get promoted from contractual to permanent. In case of salary and other benefits everything will be same as permanent expect the service charge i.e. they will get half of it compared to permanent staff.

Permanent: For permanent employees the probation period is for 6 months but it might get extended based on performance and during the probation period employee will not enjoy the bonuses and increment or any annual leave.

Internships: Comparing to all other companies Amari has also an opportunity for the students to do their internship attachment in renowned organization. Amari Dhaka has signed an agreement with IUBAT, NHTTI etc. i.e. the institute will send their students to Amari Dhaka for an internship program with the attachment of 12 weeks or 16 weeks depending on their universities or institution's.

4.1 Sources of Recruitment:

Basically organizations are available by the two main sources of recruitment through which the recruitment process are being held are:

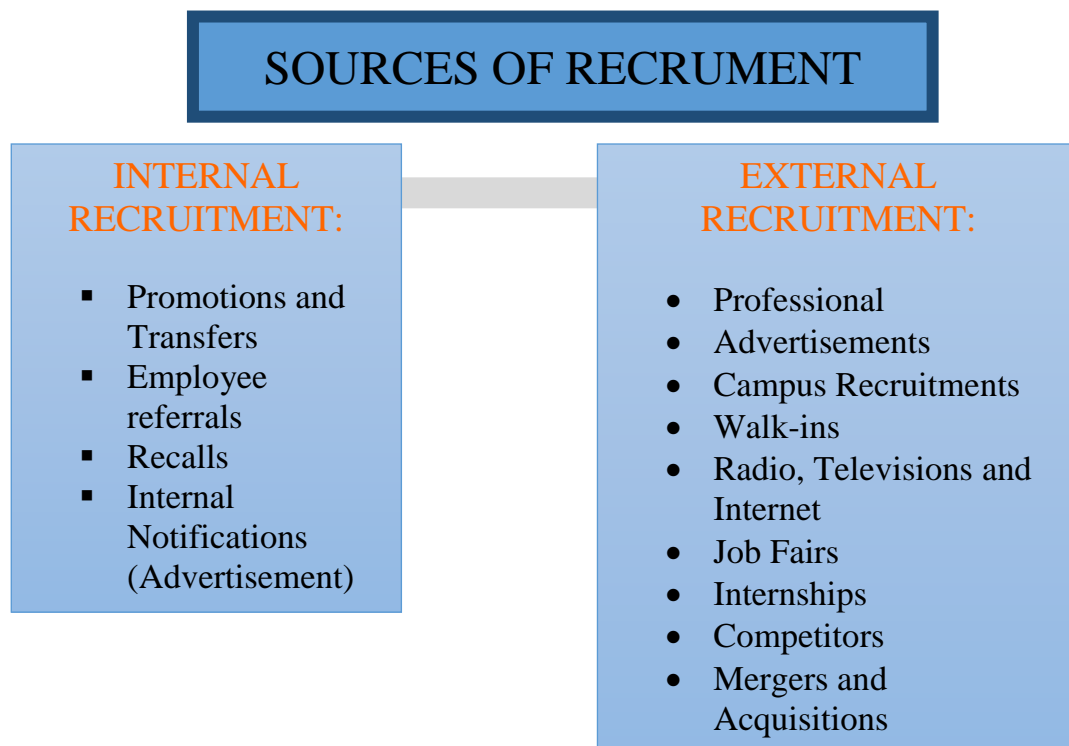


Exhibit 1.8: Sources of Recruitment

Advantages of Internal Sources of Recruitment of Amari Dhaka:

It is time saving, simple and reliable. There is no need to emphasis in training programs since the candidate already knows everything about the organization, its work, employee, rules and regulations etc. Gradually increases the morale value of the employees and improves the relations in the organization. Motivates the employees to work hard in order to get higher job positions. It reduce executive turnover rate and develops loyalty and a sense of responsibility among the employees. Provides greater motivation for good performance with better opportunity to assess abilities.

Disadvantages of Internal Sources of Recruitment of Amari Dhaka:

It prevents new innovated minds from entering the organization whereas new innovative minds bring innovative ideas, fresh thinking and dynamism into the organization. There may be biasness or partiality in promoting or transferring persons from within the organization. Those who are not promoted might be unhappy. It has limited scope because it is not possible to fill up all types of vacancies from within the organization. The position of the person who is promoted or transferred will be vacant. The right person may be promoted or transferred only if proper confidential report so fall employees are maintained. This involves a lot of time, money and energy specially to train for technology.

Advantages of External Sources of Amari Dhaka:

It encourages new innovated minds which possess with new ideas to enter the organization. Offers wide scope for selection this is because a large number of suitable candidates will come for the selection process. There are less chances of biasness or partiality. There is no need to maintain confidential records. Up-to-date knowledge education and training. Create value addition to the organizations through their skills and use of latest technology.

Disadvantages of External Source of Amari Dhaka:

Costly because advertisements, test, medical examination etc. has to be conducted. Time consuming because the selection process is very lengthy. Less loyalty among the existing managers. Destroys incentive so present employees to strive for promotion. The existing managers may leave the organization if outsiders are given higher post. The existing workers will get demotivated if they are not provided with the job in their provisional period.

4.2 Selection:

Employee Selection is the procedure of putting right person on right job. It is a procedure of matching organizational desires with the skills, experiences and qualifications of people.



Exhibit 1.9: Selection Process

These are several steps in the recruitment and selection process of Amari Dhaka, which are mention above. The details are listed below:

Step 1: Advertisement

When the requisition get approval the HR department first search from the CV bank. If there is any candidate selected then they will move on the next step if not HRD give an advertisement on BdJobs.com, Linkedin.com, Facebook and Prothomalo for both local and expats. For executive position Bdjobs and Prothomalo Amari provides the link for application and the main application done by its own mail address i.e. www.careers.dhaka@amari.com . Amari has also the access to the bdjobs CV bank section and can collect resume for the require post for suitable candidates.

Types of advertising:

- Word of mouth
- Employee referrals
- Recalls
- Through websites such as www.bdjobs.com
- Internet job search sites
- Universities or club newsletters
- Print advertising in industry publications

Step 2: Receiving CVs

Amari Dhaka has their own recruitment and selection process to follow. All the applied candidates CVs stored in the CV bank which has been collected from Prothomalo, bdjobs.com, linkin.com and other media sources. After receiving CV's the HR department shortlisted some candidates and then selected candidates get phone call to their numbers for the desired post.

Step 3: CV sorting

After receiving CV's the HR start sorting. If a large number of applicants match with the required qualification HR start screening manual to make a shortlist for the viva.

Step 4: Interview

Interview session is conducted by our HR Manager and Head of Departments (HOD's).

Pre Interview

- I. **Shortlisting for interviews:** In case of vacancy of any departments they went for shortlisting i.e. from CV bank, mails or any referred CV's from internal employees.
- II. **Interview arrangement:** After shortlisting the candidates we call them and tell them the interview date and time.

Post Interview

In post interview if Manager/department selects any candidates then the selected candidate will tell to come at certain date and time to collect an employee pack. In the employee pack we provide with a checklist where they have to fill some documents which are provided by us, then have to do the medical checkup, police verification etc. After that the joining date will be given to the candidate where they have to bring all the documents that have been provided to them.

Step 5: Approval

After the final selection HRD take decision which candidate they want for their post. If there is only one post and HR find 3 best match for the post they offer the best candidate among them and other 2 candidate informed that they are not selected. If HR get in need for urgent hiring for any new or vacant post without any other interview HR can appoint the those candidates who are being interviewed. After the selection HR make a summary of the selected candidate who qualify for the post and get approval from the GM (General Manager) for offering job.

Step 6: Job Offering

When HRD get the approval from the higher authority i.e. GM. HRD offer job to the qualified candidate by providing Job Offer Letter. In job offer letter all the details like if the employee is contractual then the privation period duration is different from our permanent employees, privation period ending date i.e. for permanent employees the probation period is for 6 months but it might get extended based on performance and for contractual the employment date is for 1 year, privation time salary, benefits, provident fund rules, bonus, profit share etc. If the qualified candidate agrees with the terms then they sign the letter and accept the job.

Step 7: Employee Pack:

After Job accepting by the qualified candidate they are directly send to the HR for collecting employee pack which includes: Joining Report, Job application Form, ID Card and Name Batch Requisition Form, Copies of all educational, professional and experience certificates with originals, Filled in bank account opening form provided by Amari Dhaka, Insurance form, Grooming Standard Policy, IT Policy, Medical and Police Verification.



Checklist of the documents to be submitted at the time of joining	
1	Joining Report
2	Job application Form given by Amari Dhaka
3	ID Card and Name Batch Requisition Form.
4	All about You Form
5	An updated CV with your signature on each page.
6	Release letter from last employer (if this is not your 1 st job).
7	Copies of all educational, professional and experience certificates with originals. Originals will be given back.
8	2 copies of passport/National ID Card/driving license if any.
9	10 (Ten) copies of passport size color photographs mentioning your name in block letters.
10	Filled in bank account opening form provided by Amari Dhaka.
11	One copy of passport size color photograph of nominee for bank account mentioning their name in block letters & your signature.
12	Copy of Nominee's National ID Card for Bank account.
13	Insurance form
14	2 Copies Income Tax Certificate (If any).
15	IT Policy
16	Grooming Standard Policy
17	Medical
18	Police Verification

Exhibit1.10: Employee Pack (Checklist)

Step 8: Joining

At the time of giving employee pack to the candidates we confirmed them their joining date and they are told to bring all the documents i.e. the checklist at the day of joining. Also assigned them locker key, Amari pin and a Handbook.

Chapter 5

SWOT Analysis

5. SWOT Analysis of Amari Dhaka:

The SWOT analysis does not cover the entire business, just the factors that may influence the ability to introduce new things.



Exhibit 1.11: SWOT Analysis

Chapter 6

Findings

6. Findings:

Requisition: The major challenges or findings is the inappropriate number of staff requisition in terms of vacancies, for ex- If any departments wants to recruit then they have to inform the HR in lieu of seven days' notice cause the recruitment and selection process takes time but according to my experience I found that sometimes departments are being missed out to give the seven days' notice. As a result, it is hard to forecast the actual demand of employees.

Advertisement: Advertisement plays an important role not for hotel industries but also for all other types of organization. It acts as most promising promotional tools for any organization to be introduced themselves to the targeted customers. However, according to my experience I found that Amari need to focus more on their advertisements, it might be printed or online or places etc. As it is new to the market in our country in that case they need to emphasize more on advertising by giving proper information in Job Ad to get rid of the confusions and inequality.

Participation: To get the best outcome for recruiting large number of employees the companies/organizations need to participate in several activities for ex- different job fairs, arranging several functions relating recruitment process, making agreements with different institutions etc. As I have seen that Amari are not so active in participation in that case they should be involve themselves more with other institutions or attending any job fair etc.

Updated software: To cope up with the increasing demand or any processes company should always be up-to-date. According to my findings I noticed that the manager have to go through a bit lengthy procedure of measuring employees performance. As a result, biasness will reduce and time will also be saved.

Quantitative method rather than qualitative method: All organizations are highly practice these methods but they do focus mainly on quality rather than quantity same goes to Amari but in my findings I noticed that if they can culture both in the same manner than it will be good for them to get the correct results

Chapter 7

Recommendations

7. Recommendations

Demand Forecasting: The HR department should start using demand forecasting for each department. It is time consuming for departments to justify the requisition they have raised. If forecasting is done then justification is not that necessary as the results of the forecasting will give the department an accurate idea of what number of employees are required for a particular department and what purpose will be fulfilled for employee recruitment in the particular department.

Dis-closing Proper Information in Job Ad: In some cases proper information is not disclosed in Job Ad to get rid of the biasness. However, this process leads to another problem which is time. It takes too much time CVs when female candidates apply for the post where the company only requires male or female candidates. The female candidates are not preferred for some positions where the job is only for night shift and also health issues are considered for female. If this information is wisely mentioned where it will not represent any biasness then recruitment for those positions will be more effective.

Participation in Job Fair and Competitions: Amari can participate in Job Fairs more where they will get fresh and talented graduates working for their company. Also the company can arrange competitions in universities to get the best outcome in recruitment for their company.

Personal Management Software: To quicken up the performance management procedure I recommend that the company must take the initiative of personal management software as soon as possible. The sooner the software is developed the better the performance of employees can be managed. The work will be done quickly and ethically. Moreover there will be less stress for the managers to fill up each and every form and rate the employee's performance.

Quantitative Method for KPI (Key Performance Indicator): KPI methods should be introduced in a quantitative method rather than only qualitative. Than the numbers or figures will show the input and the output ratio of each every employee and give the correct results and according to KPI's result promotions.

Chapter 8

Conclusion

8. Conclusion:

Human Resource Management focuses on matching the needs of the business with the needs and development of employees. It always acts to bring out the best possibility, to develop quality and to also meet all the demand of the work force. To do so the recruitment and selection process is one of the supports of HRM to performs both of the company and for the employee.

In this report I have tried to give all the information related to Amari Dhaka, which was gathered during the time of doing practical work in the HR Department. In this report I emphasized on the basic operational activities activity of human resources department where do I worked practically. There are some essential qualities needed to manage a whole department and I have discussed what those qualities are and how all the work is organized. It is a great and worthwhile experience for me to work in the 100% international business oriented hotel in Bangladesh. The entire assigned work has given us an overall idea of HR department and its proper activities. There is no doubt it was a splendid opportunity for me to do my practicum in such a renowned five star hotel, which has enriched my theoretical and practical knowledge a lot and it will really help me in the near future to do my job perfectly.

The success of Amari depends largely in the quality of service rendered to the guests. The findings of the report shows both positive negative practices which are need to improve for conducting the employees successfully. Quality of service depends on the competence and the quality of the employees of the organization. Therefore, the authority of Amari has to be careful in recruiting the right person for each job. To increase the productivity of an organization effective and dynamic recruitment and selection process is essential. HRD of Amari Dhaka is now expected to work beyond the boundaries of contracts and policies to contribute directly to the operation and success of the company. If the Hotel considers this finding, then this will really help Amari Dhaka to turn its threats into strengths.

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